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DHgate.com

# Global Resilient Supply Chain

## Best Practices of Cross-Border E-Commerce at **DHgate.com**

Presented by: Dongyi Li (Sarah)  
Director of North America at DHgate.com  
May, 2020



# CONTENTS

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## New Trends of e-Commerce in China

The status quo, legends and trends of e-Commerce development in China

2

## Introduction of DHgate.com

Who we are and how we empower SMEs worldwide through digitalization

3

## Resilient Supply Chain under COVID-19

How our resilient supply chain helped global SMEs handle market changes during COVID-19 situation

# 1-1 Li Ziqi: a new E-Commerce Legend in China

E-Commerce is empowering individuals and SMEs to achieve greater value, breaking the geographical barrier.



2019 Revenue  
**53M** USD

**100M**  
Subscribers  
Worldwide

**4 Years**  
Social Media Presence

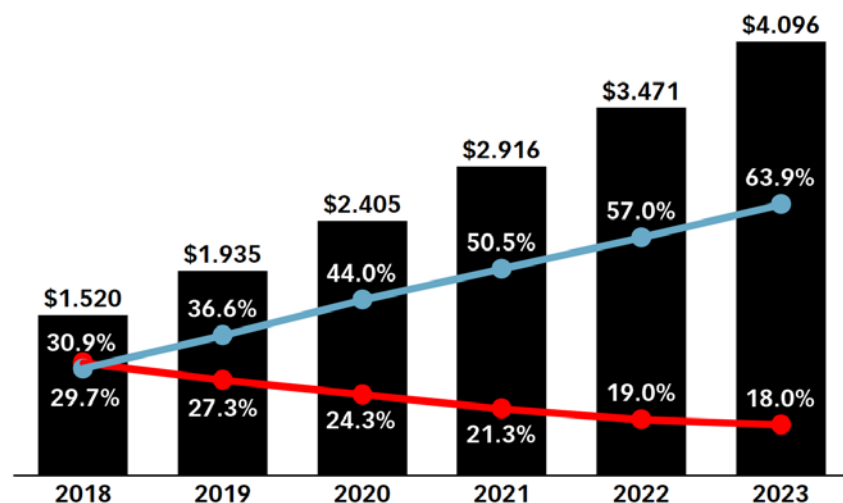
**\$23M**  
Net Profit in 2019

**2018**  
E-Commerce Attempt

# 1-2 Macro Environment in E-Commerce

## Retail Ecommerce Sales in China, 2018-2023

trillions, % change and % of total retail sales



■ Retail ecommerce sales ■ % change ■ % of total retail sales

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales; excludes Hong Kong; converted at the exchange rate of US\$1=RMB6.616629

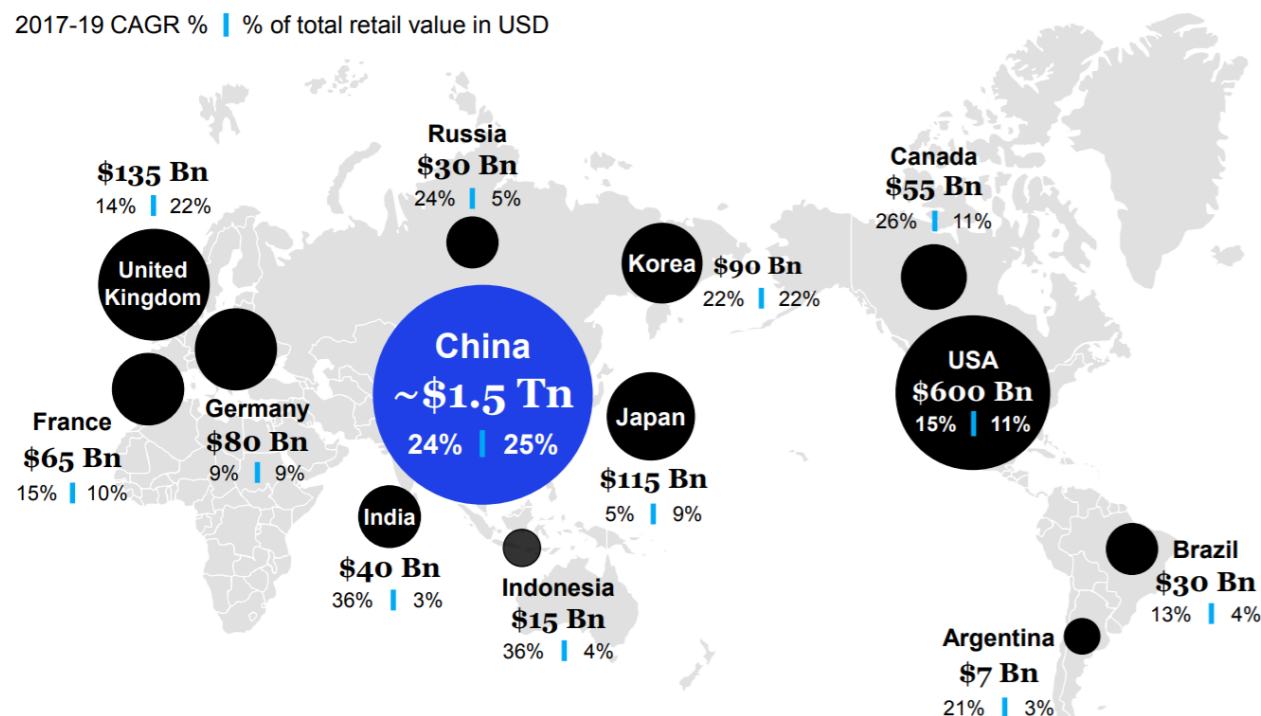
Source: eMarketer, May 2019

T10368

www.eMarketer.com

China's online retail market is larger than the next 10 markets combined

2017-19 CAGR % | % of total retail value in USD



Data source:

\* www.eMarketer.com

\* iResearch and MOFCOM for China; eMarketer; McKinsey China Digital Consumer Trends 2019

# 1-2 Policy Environment in E-Commerce

China's comprehensive e-commerce law, which was passed in August, takes effect on January 1, 2019, bringing increased pressure on online retail companies to fight the sale of counterfeit and copycat merchandise on their platforms.



# 2-1 DHgate.com at a Glance

Founded in 2004, DHgate.com is China's first cross-border B2B e-commerce trading platform, dedicated to providing global buyers with high-quality products at competitive prices to enable small businesses to enter the global market through e-commerce.

With 16 years of operation and distribution experiences, DHgate is the first and largest online B2B cross-border trade marketplace.



**22 million**  
global buyers  
from 200+  
countries &  
regions



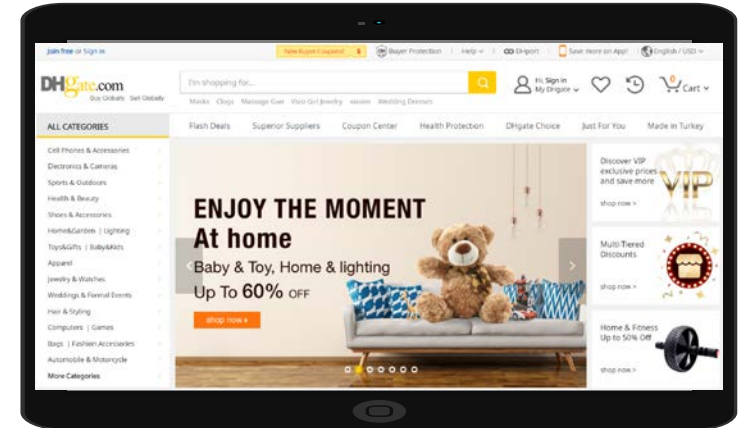
**2.2 million**  
Global  
sellers



**33+ million**  
product listings  
Offering service  
in 7 languages



**1<sup>st</sup> in U.S**  
market share



*\*Data source: Frost & Sullivan Analysis*

## 2-2 DHgate.com at a Glance

The user can demonstrate on a projector or computer, or print the presentation and make it into a film to be used

1

### **Mission**

Enable Anyone to  
**Buy Globally, Sell Globally**

2

### **Position**

Empower Global Small  
Businesses Through  
DHgate's **Digital Trade  
Incubator**

3

### **Vision**

To Create A World  
Leading  
**Global Digital Trade  
Ecosystem**

# 3-1 Resilient Supply Chain: Challenges for SMEs

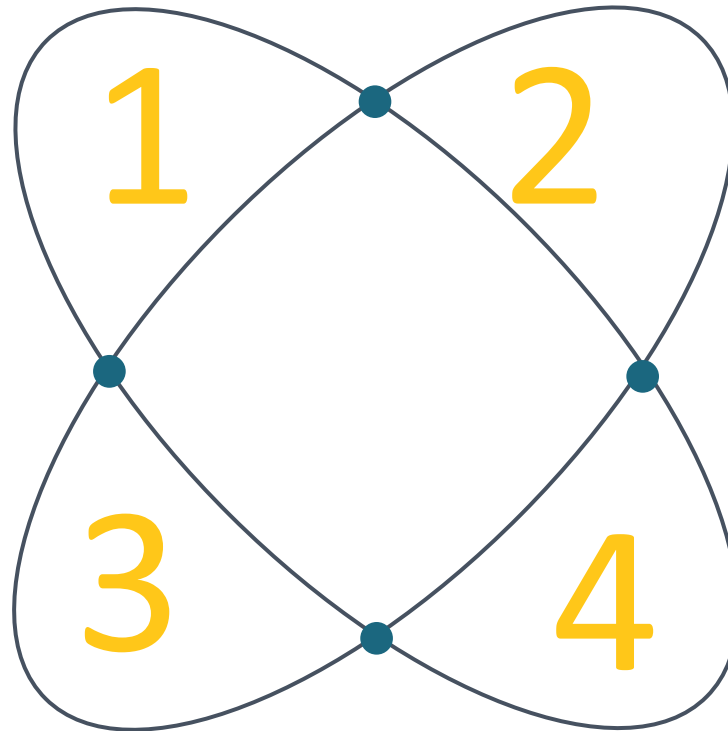
With the global pandemic, SMEs around the world face major survival challenges.

**Challenge 1:**  
**(Resellers) Lack Supply**

**Challenge 3:**  
**(Resellers) Desire Localized Presence**

**Challenge 2:**  
**(Sellers) Lack Access to Market**

**Challenge 4:**  
**Lack of Logistics Efficiency**





# 3-2-1 Resilient Supply Chain: Agile Product Assortment

Using advanced technologies to identify accurate market trends, and onboard compatible traditional manufactures achieve digital transformation



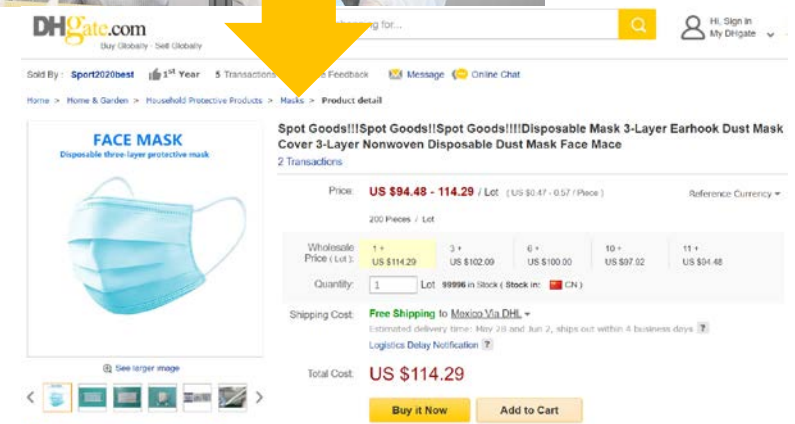
## AI & Big Data

Identifying product needs, predicts inventory and guide on production



## Digitalization – e-commerce onboarding

DHgate's *Awakening of Insects* program – helping MSMEs embrace digital transformations



## 3-2-2: SasS Platform to Enable Access to Market

The user can demonstrate on a projector or computer, or print the presentation and make it into a film to be used

### Who it empowers

Immediate digital presence on all partnering e-commerce marketplaces with "one click"

### Partnership with global e-commerce marketplaces

Through strategic partnerships with global e-commerce marketplaces, we create an ecosystem of "flagship" stores on global platforms

### What is it

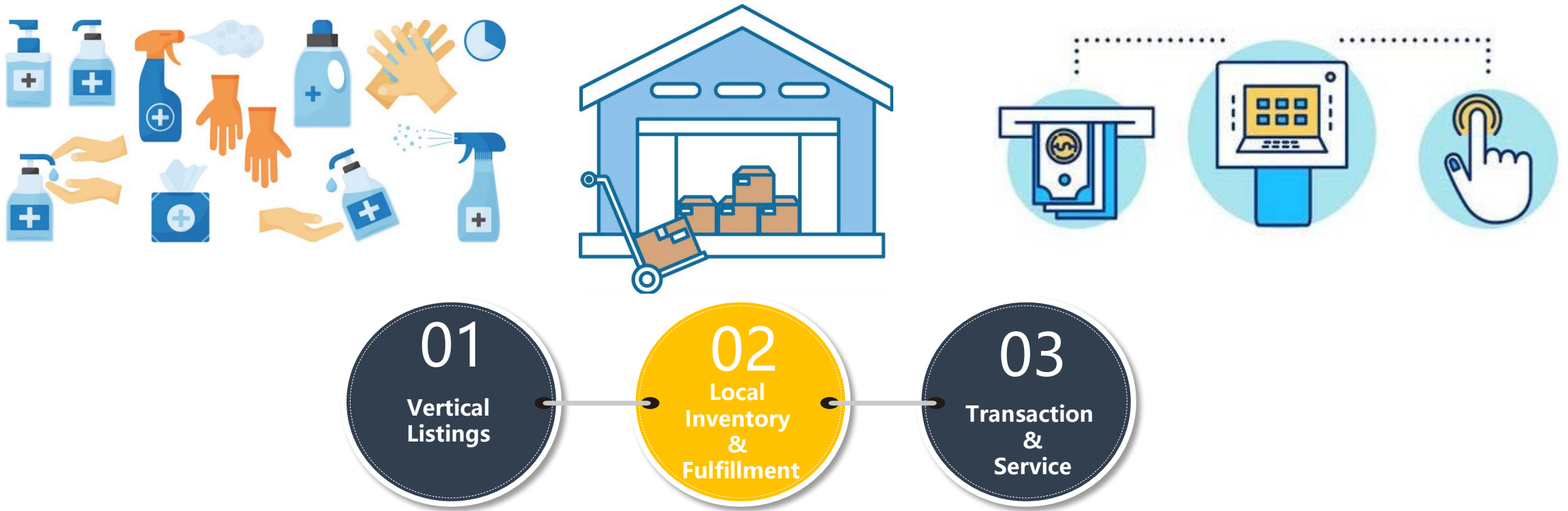
An SaaS Platform aimed at providing sellers with an efficient, digital distribution system

### Global Coverage

Currently, we' ve gained presence in North America, Latin America, Africa, etc.



## 3-2-3 Digital Trade Center – “GloCalization”



## 3-2-4 Smart Logistics

What we did:



**In-depth partnership with carriers**



**Bid Data**

Forecasting of local and international logistics capabilities

**Case Study:**

1

20 tons of  
PPE supplies

2

China –  
Canada

3

**7** Days





# Thank You

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